



City of Moreton Bay

Appendix 3 - Communications Plan

2023

Document control

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Role: Consultants to City of Moreton Bay

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Who to Communicate with and How to Communicate¹

Effective communication is essential at all stages of a disaster or crisis: before, during, and after. It is important to keep volunteers, staff, and customers informed about the potential impact on your organisation, any closures, reopening timelines, and measures being taken to prevent future emergencies or crises.

Identify the various stakeholders your organisation may need to communicate with throughout the course of a disaster. Utilise social media platforms and your website to disseminate information widely. Whenever feasible, engage in face-to-face conversations or phone calls with volunteers, staff, customers or suppliers who may be directly affected by the disaster’s repercussions on your organisation. Once your organisation is operational again, employ creative methods, such as videos, photos, and promotions, to spread the message.

Below, you will find a template designed to help you determine who you need to communicate with and the most effective ways to reach them.

Stakeholder	Communication methods	Notes
Volunteers and staff		
Customers or guests		
Suppliers and distributors		
Banks and insurers		
Governing body or association		



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¹ Queensland Government. (n.d.). Small business disaster hub. Business Queensland. Retrieved 29 March 2023, from <https://www.business.qld.gov.au/running-business/natural-disaster/disaster-hub/small-business>

Communication Cascades²

A communication cascade is a structured and systematic approach to disseminating information within an organisation or a group. It involves relaying information from the top level of the hierarchy (e.g. management committee) down through various layers, ultimately reaching all relevant individuals. The process is called a cascade because the flow of information resembles a waterfall, with messages trickling down from one level to the next.

The communication cascade is used to ensure that consistent and accurate information reaches all members of an organisation in a timely manner. It helps prevent miscommunication, confusion, and the spread of misinformation.

Communication Cascade Example

<i>Cascade no.</i>	<i>Responsible Parties</i>	<i>Communications Actions</i>
1.	<i>Disaster Resilience Working Group Chair</i>	<i>Receive weather alert update and advise working group</i>
2.	<i>Volunteers lead</i>	<i>Advise all members and request assistance</i>
3.	<i>Evacuations lead</i>	<i>Contact coaches and managers via SMS</i>
4.	<i>Communications lead</i>	<i>Post on social media pages</i>

Communication Cascade Template

Create separate communication cascades for during and outside of operating hours if relevant

Cascade no.	Responsible Parties	Communications Actions
1.		
2.		
3.		
4.		
5.		

Suggested Messaging²

Before a Severe Weather Event - Suggested Messaging

- We value all of our members/customers and will keep you updated as best we can
- We are well prepared for events like this and have activated our response plan
- Our organisation will close from (provide details) until it is safe to return and resume operations
- Please stay safe and follow emergency services advice

For organisations responsible for volunteers, staff, members, guests or customers during an event provide regular updates and advise them to prepare an emergency kit:

- We recommend you prepare an emergency kit including: water in sealed containers; canned food to last three days; can opener; medications; toiletry supplies; torch; mobile phone charger and portable power pack for charging phones; face masks

During a Severe Weather Event - Suggested Messaging

For organisations responsible for guests or customers during a disaster, advise them how to stay safe and where to go if evacuation is required.

- For more information and weather updates please visit (provide details)
- If you are in a life threatening or dangerous situation or require emergency assistance, please phone 000
- Please follow the advice of emergency authorities at all times

²Queensland Government. (n.d.). Small business disaster hub. Business Queensland. Retrieved 29 March 2023, from <https://www.business.qld.gov.au/running-business/natural-disaster/disaster-hub/small-business>

After a Severe Weather Event - Suggested Messaging

Initial Recovery

- We have been following authorities' advice and plan to reopen our organisation as soon as it is safe to do so
- Our doors may be temporarily closed, but you can still buy and order online. Visit our website: (provide website address)
- We wish all of our members / customers a safe recovery

Later Recovery

- We are now open and ready to welcome all our members/customers back
- Please be patient with us as we work to resume full operations
- In the meantime, please visit our website to place an order
- You can continue to contact us on: (provide details)

Bank, utility provider and insurance claim tips – communicating post emergency

Bank Tips

Contact your bank

- Ask your bank about financial hardship options, for example:
 - changing loan terms
 - temporarily pausing or reducing repayments
 - deferring repayments and interest payments (all missed payments and interest will need to be repaid)
 - waiving fees and charges
 - consolidating your debt
 - finance to help cover cashflow shortages
 - deferring upcoming credit card payments
 - increasing emergency credit card limits
 - waiving early termination fees to access term deposits.
- Provide loan details (account name and number, payment amounts) and an overview of your financial situation
- Request a hardship variation by using the [sample letter generator](#) from the Financial Rights Legal Centre to send to your bank
- Your bank must advise you within 21 days about your hardship request. If you can't negotiate a variation, you can:
 - contact the bank's internal dispute resolution team
 - visit the [Australian Financial Complaints Authority \(AFCA\)](#) or phone 1800 931 678 to make a complaint, and get free advice and independent dispute resolution

Utility Provider Tips

Contact your utility provider's hardship team.

- Ask about hardship payment options for your electricity, gas, phone or water bills following a disaster or emergency.

Other Disasters

See [small business disaster hub checklists](#)